

TNA REPORT CROATIA

TNA SAMPLING

Methods used

For this purpose, participants have been invited to fill in the questionnaire which was sent to them by e-mail.

To get more respondents, questionnaire sent as an e-mail attachment was accompanied by a short invitation with the explanation of its purpose and the importance of their participation.

Additionally, wherever possible, through the phone call people were also reminded to find a few moments to fill the questionnaire.

In smaller number of cases, direct interview was used, where all uncertainties were elucidated directly.

Business sectors surveyed

For this purpose, all food industries from Eastern Slavonia that we are aware of were invited to participate.

Additionally, a few food companies from other parts of Croatia were also included. Those were the companies which, according to our knowledge, employ our graduates, and therefore are considered being a good source of information for this survey.

Problems encountered

Initially, questionnaire was sent to all invited participants in English version. We believed that this type of the approach would be the best, because we would avoid the possibility of influencing people by our own Croatian interpretation.

But, some of the people complained to have problems with the English language, so we sent them Croatian version also.

Due to the period of survey, it is also a bit problematic to get response!

In spite of the fact that we asked them not to give multiple answers on questions like C3, C6, ... they marked more than one option. We are not sure if that the result of the same importance of selected options for their situation, or maybe something else.

Other comments

In bigger companies, where people are differentiated into a few sectors (for example marketing sector, production, distribution sector) we asked to get one questionnaire from each such sector. Namely, from our previous experience, leader of each sector has the best insight into its own situation, while the questionnaire filled by a general director covers those sector leaders' quite good, and manual workers poorly.

BUSINESS RESPONSE

General impression of local interest in HELP project

Most of contacted industries had quite positive vision of the project concept and aims, although some of them had doubts into the possibility of achieving them.

Willingness of business to participate in TNA

Most of the contacted industries were enthusiastic about possible cooperation of this type. Smaller number of them (by type they are big private companies) sad that they have no interest in such partnership, and did not even wanted to participate in TNA questionnaire.

Willingness of business to cooperate with HELP

We believe it is a bit too early to give answer to this question! Conversations with different people imply that smaller companies have more interest into this partnership, what is from our point of view expected. In general, interest of business sector exists on the level of sector leaders which are aware of the complexity of the situation. But, to attract the attention of the company owners, and to make them invest into this kind of partnership is a bit harder. They interest is in most cases connected with the possibilities to get positive financial effects in a very short period.

Other comments

None

TNA RESULTS

Quality of information obtained

Due to the general form of the questionnaire, and which is understandable since HELP partners are from different fields of interest, quality of information obtained by this questionnaire is satisfactory, but of limited usefulness for our sector.

But, since most of the people accompanied filled questionnaire by at least short e-mail message, we got some very useful information there as well.

Main areas of common response

As expected, since we contacted food industry, most of participants employees faculty graduates, and they agree that for high educated employees both, qualifications and experience, are important, while for manual workers experience is more important.

Also, most of them use National Employment Service and Recommendations to recruit people for the jobs.

Bigger part of industries has regular training programmes, and this is in most cases in-house training, while smaller number of industries does not have training programmed mostly due to the lack of finances. The most important driving force for investing into the training programmes is expectation of improved efficiency and profitability of the business, as expected.

It is also interesting to notice that most of them chosen program objectives to be the most important while choosing the program, and the average grade of the extend of universities can provide the needed training was only 3. That might implicate the fact that they are willing to establish better partnership with the university, but we also need to be more flexible, and to give more different programmes than we do now.

Main areas of divergent response

There is nothing that it can be seen as obvious prior to detailed data analysis.

Any unusual or unexpected results

No.

Other comments

None.

CONCLUSIONS

Possible areas for HELP training development

As written earlier, due to the general form of the questionnaire, obtained information is of limited usefulness for choosing the areas of TNA training development.

On the other hand, information obtained in the text message of e-mails following the filled questionnaire gave as a few possible solutions. Of course, we have to consider the fact that we are the Faculty of Food Technology, and therefore the area of our trainings is somehow limited to this sector also.

We will provide the concept of planned Training Programmes by the time for Stakeholder Meeting, and finalise our ideas after the Stakeholder meeting when we get reply from our industry partners.

Possible partners for the training exercise

It would be the best to wait with this proposal until the Stakeholder meeting. Partnership can exist only if there are at least two interested parts. Stakeholder meeting will give us a better insight into the common problems of all industries, and those specific which are in our field of study.

Which results are the most important/relevant for the stakeholder meeting?

And again, due to the general type of questionnaire, it is not easy to say. Maybe the best result lies within the fact that most of invited industries were interested into active participation. And specific ideas for the trainings will, according to our beliefs, be formed at the Stakeholder meeting itself.

Other comments

None